

## Message From The Chair

Even at a 24 year-old school like ours, the words “university” and “tradition” go hand in hand. Graduation, of course, comes to mind as one of the most significant rituals in our society. The words “accomplishment,” “hard work,” “pride,” and “dedication,” come to mind when thinking about graduation, but so do “relief,” “anxiety,” “nostalgia,” and “party!” Graduating COMM and MASS seniors had the chance to envision life after school during MAC Days. Alumni panels on careers, internships, and graduate study provided practical advice on making the transition to life beyond college. MAC Days, now in its third year with MiraCosta and Palomar College, is a tradition we hope to continue in years to come. We’ve got some great accomplishments by our faculty and students: Kudos to you all, for all that you do! The Annual Communication Department Graduation Recognition and Lambda Pi Eta National Communication Honor Society Induction Ceremony will be held at 5:30 on Friday, May 16, in ARTS 240. We hope to see graduates and their families at this event. Other traditions – more informal ones – make students look forward to the end of the semester and the academic year. Prof. Bud Morris continues his tradition of playing music on his guitar for his students at the end of the semester. In one occasion, the songs were so inspiring that they provoked tearful applause. For those of you staying along for another semester or more, have a wonderful summer. I hope you will help us welcome our new Mass Media faculty member, Dr. Lia Uy-Tioco, who will join us in the fall. For those of you leaving us, here’s to tears of joy as graduation nears. Godspeed!

¡Adelante!

- Liliana Castañeda Rossmann, Ph.D.  
Professor and Chair  
Department of Communication



# COMMUnique

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## Student Research Symposium

### TWO FINALISTS REPRESENT CSUSM AT STATEWIDE COMPETITION

The tradition of fostering student research continues in our department with the participation of six Communication majors in the recent Student Symposium for Research, Innovation, and Creativity (SSRIC). Prof. Kendra Rivera mentored her COMM 390 students to submit their course research projects to the symposium, which is organized by the Student Affairs Committee of the Academic Senate, and the Office of Graduate Studies and Research at CSUSM.

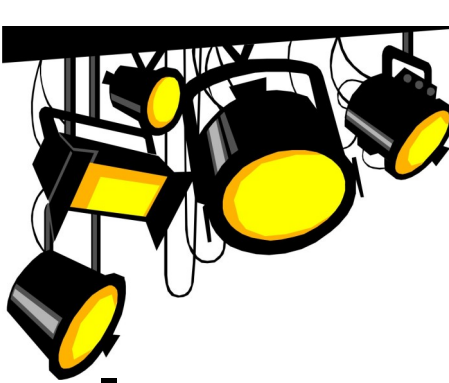
Students who participated in this year’s symposium and the titles of their presentations are Kristen Grassi, on “The Importance Of Communication For Spreading The Word About Non-Profit Organizations”; Christine Lee, on “Communicating Learner Empowerment in a Montessori Classroom”; Martika Ramirez, on “Communication Interventions For Students With Autism”; Elizabeth (Liz) Tarnof, on “Communicating & Creating Awareness About Cystic Fibrosis”; Ron Tranbarger, on “Public Speaking: Peer To Peer Revelations”; and Ricardo (Ricky) Vasquez, on “I Just Need Someone to Talk to’: The Importance of Conversations for At-Risk Kids.” The symposium promotes excellence by recognizing student accomplishments across the disciplines at CSUSM. Students’ research can be independent study or class projects that meet the research criteria for the competition. In addition to a five-page summary of their research, student participants make oral presentations before juries of professional experts from major corporations, foundations, public agencies, and colleges and universities in California. Up to ten finalists from each campus receive cash award and paid travel expenses to attend the statewide competition and compete against fellow CSU students from the twenty-three campuses. Christine Lee and Ricardo Vasquez were among the ten finalists who qualified to represent CSUSM in the Statewide Competition at CSU East Bay on May 2nd and 3rd. “It was an honor to represent CSUSM and the Communication Department at the statewide competition,” said Lee. “I’m excited because this will help me as I get ready to apply to grad school.” Congratulations and great job to all the participants!



“Christine Lee, Prof. Kendra Rivera, and Ricky Vasquez at the 28<sup>th</sup> Annual CSU Student Research Competition held at CSU East Bay on May 2 and 3”

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# THE COULTER SPOTLIGHT

## Communication Alumna Takes Unexpected Path to Patient Advocacy, Motivational Speaking



The weeks and months after graduation are typically spent traveling, looking for jobs, or both. For Aimeeleigh Coulter (Communication, 2011), these post-graduation months meant hospital stays and physical therapy after suffering a massive brain-stem stroke. The stroke left her paralyzed from the mouth down, caus-

ing her to lose the ability to speak and move.

After enduring months of rehabilitation, has regained speech and motion. However, her frustrating experience as a patient dealing with the hierarchy and power structure of the hospital left her feeling marginalized and utterly voiceless. Inspired to use her voice again, she utilized the learned skills from her Communication degree at CSUSM to create a speech to get her message out and hopefully make a change in the world.

Now, Coulter is a Patient Advocate at the Tri City Medical Center in Vista where she engages with the patients to ask about their experiences and to ensure that their experience is a better one than hers. As Patient Advocate, she serves as a

spokesperson on behalf of patients and their families dealing with the stress of illness and offers support on a human level to help them navigate the confusing healthcare system. In addition to patient advocacy, Coulter speaks at forums and engages with nurses, nursing students, and caregivers about her experience.

She claims that getting a degree in Communication helped her understand her environment and has allowed her to apply those learned concepts to develop a concise message of advocacy and hope. Aimeeleigh Coulter appeared at this past spring's Media and Communication Days on April 24th and told her story. She was featured in the panel Careers in Media and Communication.

## MAC Days RECAP



Profs. Caroline Sawyer, Liliana Castañeda Rossmann, and Erin Hiro (Palomar College) at MAC Days reception

On April 24, 2014 alumni and students came together to discuss careers in communication, internships, and graduate study. For the third year in a row, the event has been organized in cooperation with Mira-Costa and Palomar College to gain insight and connect with alumni and non-alumni professionals.

Professor Caroline Sawyer, a lecturer in the Communication department, gave an engaging keynote address on the topic of "Social Identity in the New Media Environment". Adam Daigneau a graduating senior said, "Dr. Sawyer's perspective on social media provided me a new insight on the importance of having multiple social media outlets and I look forward to next year's MAC Days".

A big thank you to everyone who participated in this event. Make sure to look out for MAC Days in Spring 2015!



LPE President Ron Tranbarger facilitates the Alumni Panel on Careers during MAC Days

To find out more about MAC Days, please visit <http://mediacommdays.wordpress.com/>

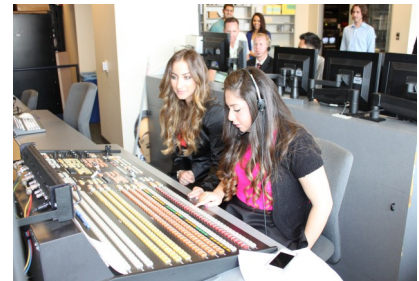
# MASS 302 Visits Padres' Friar Vision

By Ian Sternberg

On April 25<sup>th</sup>, students from Prof. Sawyer's Mass 302 class took a behind the scenes tour of the San Diego Padres' Friar Vision, the media production facility at Petco Park. This Padres trip was one that will last in our minds forever. We came in as a small group, but we left with more knowledge than anyone could possibly imagine. We met with some of the primary staff of media production at Petco Park, and they taught us how to use some of the equipment. They allowed us to experiment with what they do at every home game (In a much less stressful environment, of course), such as switching between animations that are shown on the big screen and looking through the lenses of the actual cameras that they use. Our group got to walk around certain parts of Petco Park that no one else has ever seen. It was an extremely memorable experience that is sure to last us a lifetime. The Padres committed to offer CSUSM Mass Media & Communication students this experience every year.



Devanae Elizondo operating a camera at Petco Park



Mass 302 students ( Rivet Soro & Ronza Ramo) running the main switcher

## Teaching EXPO



Professors Metzger and Avalos giving their presentation

Prof. Terri Metzger and Fredi Avalos gave a presentation titled "Sharing Cultural Intelligence: Learning to Share" at the Faculty Center Teaching Expo on April 25. Participants were guided through "The Tunnel of Oppression," an interactive experience featuring a walk through different stations designed to display oppression of marginalized groups. It started as a campus grassroots diversity program at Western Illinois University and it has been staged at CSUSM and many other colleges and universities around the nation.

## Congratulations *are* in Order

Congrats to Nicole Gaitan (Graduating MASS senior), winner of the Student-produced Video for Civic Engagement Award as part of the course Video in the Community, VSAR 306 – Video in the Community, taught by Prof. Kristine Diekman (VPA). Gaitan's video, produced with four VPA students, was titled "Mind Body Soul Concepts" and it features an integrated program that improves middle and high school students' academic performance.

Also, Congratulations to Prof. Marilyn Ribble (GEO Lecturer), faculty advisor of the student org Colleges for Cancer. Their organization was nominated and won Best Student Org of the Year for their "outstanding leadership and involvement helping make student life thrive at CSUSM" at the Tukwut Leadership Awards Night .

Prof. Mike Sperla, GEO Lecturer, has been invited to play at the Del Mar Fair. His band "S.O.B." will play their set from 2 to 3:30 pm on Wednesday, July 2, on the Coors Lite Rock-on Stage. "S.O.B" stands for "Sperla, Oliver & Brown."



# STUDENT *MEDIA* FESTIVAL

Student media Festival Showcases Individual and Group Productions

The end of the spring semester brings with it an exciting tradition: the Student Media Festival. This year, hundreds of students, families, faculty, community members and professional media makers come together in a powerful celebration that presents, celebrates, publicizes and archives the innovative media projects being produced by students at CSUSM.

Students have landed work as a result of their exposure at the festival and have gone onto successful careers in media and media-related fields. Awards and prizes compete in categories which may include: Best Narrative, Best Documentary, Best Social Justice Project, Dean's Award, Best Personal Memoir, Best Experimental/Performance Work, Best Performance Award and Audience Award.

"We had over 50 very competitive submissions which were juried by faculty and alumni," said Prof. Kristine Diekman (VPA), one of the organizers of the event. "We are pleased to be able to include such fine work in the festival." The Communication Department is an event co-sponsor.

This year's list of participants includes the following students and the titles of their projects, highlighting COMM and MASS students:

**Johnny & Lucy** by Niko Rodriguez and Cassie Jenness (7.48)

**Adam** by Michael Elinn (1.30)

**International Rescue Committee Peacemakers** by Nicole Gaitan (3.11)

**My Friend Sam** by Rick Pinto (16.20)

**A 12 Hour Cartoon** by Armand Gutierrez (1.06)

**Day Laborers** written and directed by Mark Day, photographed and edited by Ryan Denzy (9.30)

**The Art of Drowning** by Experimental Media Group (2.00)

**Super Slice Me** by Crash Engberg (7.42)

**Johnny & Lucy** by Lindsey Jones and Kine Brattland (9.12)

**The Cutback** by Martin Szillat (2.00)

**Scores** by David Hinchman (10.40)

**Rak Rampager** by Ryan Dipiero, Rodney Wheeler, Natalie Manos (3.25)

**Nathan Bowser** by Angelica Jacebo (6.37)

**Tradition** by Luke Bisagna and Natalie O'Hara (4.00)

**A Dance Adaptation and Ensemble** by Edgar Mendez (3.27)

**A Musician's Ode** by Niko Rodriguez (6.02)



This year's festival takes place at 6:30 pm on Friday, May 9, in Arts 111.

# Communication Department Summer Term 2014 Courses

## 1ST BLOCK

COMM 100 INTRODUCTION TO COMMUNICATION

COMM 330 INTERCULTURAL COMMUNICATION

COMM 390 RESEARCH METHODS AND DESIGNS

COMM 440 ORGANIZATIONAL COMMUNICATION

## 2ND BLOCK

COMM 465 COMMUNICATION & POPULAR CULTURE

COMM 470 POLITICAL COMMUNICATION



SUMMER TERM 2014 BEGINS ON JUNE 2 AND ENDS AUGUST  
9, 2014

1ST BLOCK– JUNE 2 TO JULY 3  
2ND BLOCK JULY 7 TO AUGUST 9

## CSUSM EXTENDED LEARNING

CSU San Marcos  
Extended Learning  
333 S. Twin Oaks Valley Road

Phone: 760-750-4020  
Visit: [www.csusm.edu/el](http://www.csusm.edu/el)

Registration for continuing CSUSM students begins March  
18th and ends March 28th.

Open enrollment for non-CSUSM students begin March 29th

ALL Communication & Mass Media graduates  
are invited to attend...

*The Communication Department  
Graduation Ceremony*

on

*Friday, May 16<sup>th</sup>, 2014*

in

*Arts Hall 240*

*Reception & Graduate Check-in*

*5:30pm*

*Program begins at*

*6:30pm*

*RSVP at <http://goo.gl/n3EbsN>*

...hosted by CSUSM Communication Department,  
Communication Society, & Lambda Pi Eta

# COMM Spring 2014 Graduates

Adam Daigneau	Dominic Di Loreto	Katherine Bartleson	Reema Abou-Hamze
Alexander Rodriguez	Dominic Finetti	Kathleen- Ann Atienza*	Renee Varvi*
Amber Rosario	Donyell Pollard	Kathryn Cleveland	Reyna Gutierrez
Andrea Bullard*	Emily Bosch	Keilani Ogan	Ron Summers
Andres Martinez Perelli	Erica Aguilar	Kelly Rogers*	Ryan Berry
Annelise Owens	Erin Malinski	Kerah McKenzie*	Sarie Kim*
Ariana Rivera	Fausto Velasquez	Krista Chatfield*	Sean Maisano
Ashley Uranga*	Florence Mae Mon	Kristen Grassi	Shayan Hamesalh*
Barrett Adam *	Frances Michelson	Kyle Saunders	Shea Walker
Breanna Paquette	Francesca Bradley	Laura Pierson	Shelby Demuth
Breanna Rusk	Gianna DeTarsio	Lindsay Curry	Shelby Noriega
Breeann Hewitt	Haley Arsenault	Loren Dunn	Sonya Mattiza
Brittany Burghardt	Heather Boles	Madina Assadi	Stefanie Little
Brittany Maddock	Heather Marx	Madison Gagliano-Olson	Stephanie Martin
Brittany Smith	India Rigby	Maricel Alamares*	Steven Gouirand
Brooke Miller	Jackson Gaskins	Megan Darmody*	Tai Parker
Caitlin Mccrone	Jade Mendoza	Mitchell Clarke	Talia Kirsch
Caitlin McNulty	Jason Palmieri	Molly Burke	Taylor Rae
Caitlin Schmitz	Jennifer Montgomery	Natalie Manos	Thomas Hagos
Chelsey Cortez	Jilian Ferguson	Natasha Orsatti	Tori Fishinger*
Christina Solis	John Scheuerman	Neil French	Trevor Arvin
Christine Lee*	Johnathan Roach	Nicholas Coletti	Tyler Manley
Cory Sass	Joseph Wells	Nicole Castro	Tyler Suss
Courtney Rule	Justin Thomas	Nikkolette Thomas	Vanessa Puhl
Dalisheanna Castro	Kaitlin Gibson*	Pegauh Panah	Victoria Ades
Daniel Kastrup	Karina Menezes	Priscilla Alvarez	Victoria Lahood
Danielle Boulware	Kassandra Shoup*	Rami Ilaiian	Violina Kirova
Danielle Underwood	Katelyn Lockwood	Rebecca Roehm	
David Krueger		Rebecca Ryan*	

\* Earned 3.5 GPA (overall and CSUSM)







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# MASS Spring 2014 Graduates

Aaron Aguirre	Jasmine Schmidt*	Marlynda Do*
Aaron Molina-Milbourne	Jennifer Hager	Nicole Gaitan
Brandon Johnston*	Jovanna Rodriguez	Russell Jones
Barbara Mcdowell-Horn*	Karina Menezes*	Ryan Denzy
Charlotte McDowell-Horn*	Katelyn Lockwood	Samantha Caratti*
Christian Calvert	Kellen Young	Sarah Tillery
Coral Buxton	Lorena Colin	Suzannah Gallegos*
Daniel Gamboa	Mallory Beason	Tanner Leach
Danielle Baldo	Maria Hernandez Gomez	Taylor Minnick
David Krueger	Marina Donnell*	Vincent Aloisi

\* Earned 3.5 GPA (overall and CSUSM)



## Extend Your Knowledge in Media Production

Chatham University's MFA in Film and Digital Technology program offers one of the few degrees in the country that combines training in emerging technology and advanced project work. Students are encouraged to explore the interconnectivity of various media including film, web, and video games. The program also allows students to earn a terminal degree in as little as one year. <http://www.chatham.edu/mfafilm>

Chatman also has a new Interdisciplinary Design program that combines training in visual communication, film and digital technology, interior and landscape architecture, and technology workshops to help students develop a diverse and comprehensive industry-ready skills-set. Students can earn a MA in one year and/or an MFA in two when pursued full-time <http://www.chatham.edu/design/>

## Student Poetry

### *Justice are you colorblind?*

By: Amor Castro

Justice are you colorblind.... When my blackness will never be as significant as your whiteness! When the infatuation of my people are celebrate for your entertainment.... My divine color never taste so bitter in the name of justice.... Justice are you colorblind... Living in this world of blackness without black... Equality is nothing more than just the word that your colorblind people use the justified your broken lends! Justice are you colorblind... Take a look in the mirror and SEE YOUR INABILITY to admit that the only color you see is white. Justice are you colorblind ... Freedom, Equality are all words that sound lovely. Times have changed but history will remind the same. Justice are your colorblind ...The only difference in colorblind is .... Color!